



## Further research | The market is dominated by the Top 4 distributors

*Question: „With which distributors do you work together?“*

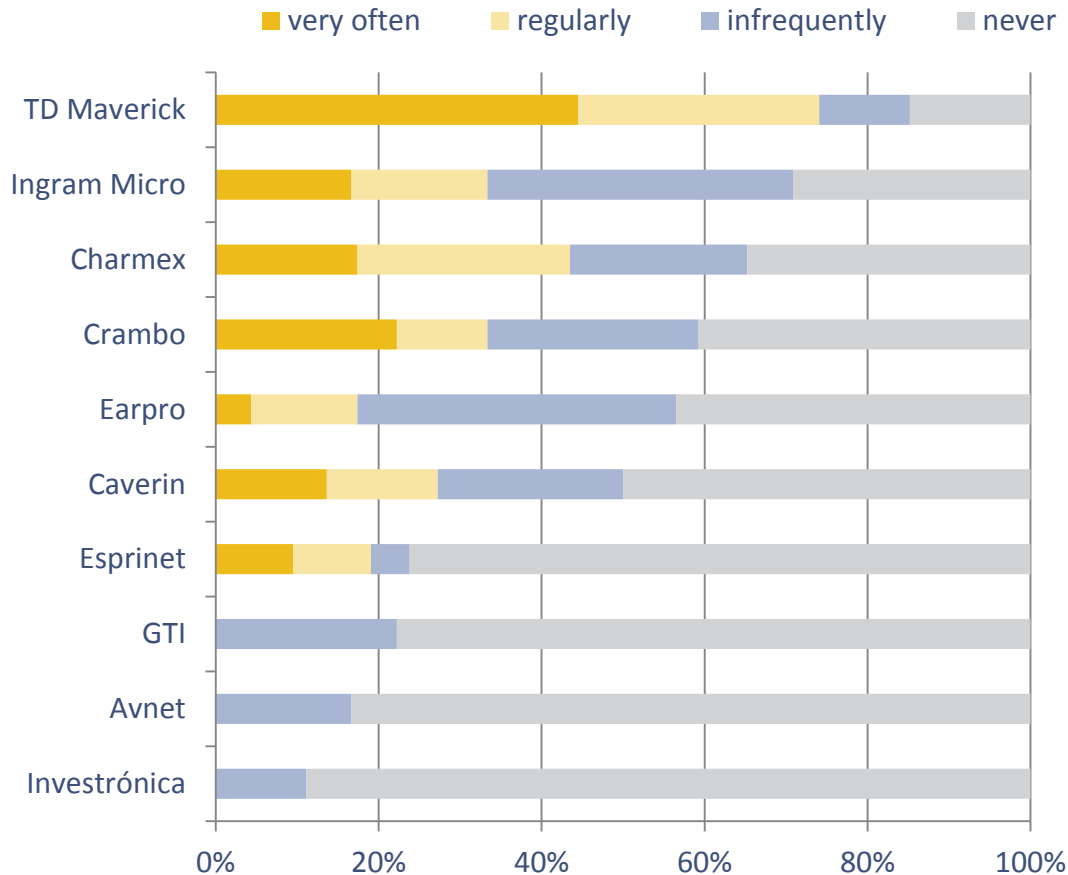


Fig. 4: DBCI ES/PT November/December 2015 "Ranking distributors", n=21 (mean value)

- The two market leaders among the distributors on the Iberian peninsular are TD Maverick and Ingram Micro. Between 60% and 85% of all polled companies work with these distributors.
- In short succession follow national champions Charmex and Crambo. Between 35% and 40% of the market participants have worked with those competitors
- In many countries a local champion plays an important role in the market for distributors. In Spain they are Charmex and Crambo, France it is SIDEV and in Switzerland MobilePro..
- Most IT distributors offer Digital Signage related services. The market participants have noted that DS projects offer a good possibility to generate additional revenues to the standard box-moving business.